

January 22, 2018

On behalf of the North Carolina Department of Agriculture and Consumer Services (NCDA&CS), International Marketing Division, we are pleased to invite you to participate in a beer, spirits, and wine outbound trade mission and exhibition at Imbibe Live 2018. The intent of this mission is to provide N.C. beverage companies the opportunity to expose their products to the U.K. and European markets. The trade mission and trade fair will take place in London, England, at Olympia London Exhibition Center, the week of June 30 – July 7, 2018. The Imbibe Live trade fair is scheduled for Monday, July 2 and Tuesday, July 3. We have secured a North Carolina pavilion at the Imbibe Live trade fair. For further details on Imbibe Live 2018, please visit <http://live.imbibe.com/>. We also plan to arrange meetings and tours to visit potential distributors, retailers, and/or other market specific events. Should you decide to participate in this mission, your obligatory itinerary and timeline will be:

**Saturday, June 30**

- Depart N.C. for London, England

**Sunday, July 1**

- Exhibitor Setup for Imbibe Live
- Hotel in London, England

**Monday, July 2**

- Exhibit at Imbibe Live
- Hotel in London, England

**Tuesday, July 3**

- Exhibit at Imbibe Live
- Hotel in London, England

**Wednesday, July 4**

- Locations and events to be determined: meet with distributors, retailers and/or market specific events.
- Hotel TBD

**Thursday, July 5**

- Locations and events to be determined: meet with distributors, retailers and/or market specific events.
- Hotel TBD

**Friday, July 6**

- Locations and events to be determined: meet with distributors, retailers and/or market specific events.
- Hotel TBD

**Saturday, July 7**

- Check out and depart for N.C.

*\*Please note, this schedule is subject to change*

The NCDA&CS is providing exhibit space for N.C. beverage companies at Imbibe Live 2018. This package will include shared exhibit space in the N.C. pavilion. The pavilion will include the following:

- Back wall and bar design that is consistent and cohesive and includes logos from your company and N.C. Ag Exports
- Shared bar space to provide 1-2 taps per participating company and/or refrigeration for cans and bottles
- Basic power supply, bar tables, bar stools, trash bins, carpet, display lighting and glassware
- Maintenance for trash removal, glass cleaning, etc.
- Companies registered for this event prior to March 1, 2018 will receive up to a maximum of \$500.00 in reimbursement for shipping samples and marketing materials to Imbibe. You must supply NCDA&CS an invoice from your company and an original invoice from shipping handler to receive this reimbursement.

North Carolina Department of Agriculture & Consumer Services

Tel: +1 919 707 3160

[www.ncagexports.com](http://www.ncagexports.com)

Tours and meeting will be arranged with the assistance of the USDA Foreign Agriculture Service or industry consultants. We will do our best to provide content in our meetings that will benefit your company in the sales, marketing, distribution and/or presentation of your product.

You will be responsible for the costs of flights, hotels, meals, incidentals, entertainment, and any other personal expenses. Your company will be responsible for providing product samples, literature, shipping and other materials for your exhibit space, to enhance the experience of potential clients and trade show visitors. Your time commitment would begin on Saturday, June 30<sup>th</sup>, 2018 and end on Saturday, July 7<sup>th</sup>, 2018.

Participation Details:

- If you decide to accept this invitation, we request you endorse this letter and send it back to NCDA&CS International Marketing and complete the attached participation agreement.
- Pay a participation fee of **\$750.00** for each company planning to attend this trade mission. Payment is to be made to **"NCDA&CS"** and is due with your signed letter, participation agreement, and travel liability waiver. Payment is non-refundable for companies selected to participate in this activity.
- Participants are selected on a first come, first serve basis in order of **postmark date** when receiving participation fee, signed letter, participation agreement, and travel liability waiver. All four items must be received in order to reserve your position on this mission. The mission will be limited to 4-5 participating companies.

Participation fee is to be made to **"NCDA&CS"**

Completed forms and participation fee can be mailed to:

**US MAIL**

NC DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES  
ATTN: JOHN HAMMOND  
INTERNATIONAL MARKETING  
1020 MAIL SERVICE CENTER  
RALEIGH, NC 27699-1020

**COURIER, FED-EX, UPS**

NC DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES  
ATTN: JOHN HAMMOND  
INTERNATIONAL MARKETING  
2 WEST EDENTON STREET  
RALEIGH, NC 27601

More detailed information will follow once we have confirmed your participation.

We hope you will join us for this trade mission. Thank you and we look forward to your prompt reply.

Best Regards,

John Hammond  
International Marketing Specialist  
NC Department of Agriculture & Consumer Services  
Tel: + 1 919 707-3160  
Email: john.hammond@ncagr.gov

*Please sign below:*

\_\_\_\_\_  
Signature

# Imbibe Live and UK/European Outbound Trade Mission

## PARTICIPATION AGREEMENT



Thank you for your interest in the North Carolina Department of Agriculture & Consumer Services Outbound Trade Mission. Below you will find the terms and conditions of this activity and registration form. To register, simply complete the following form and return it along with your signed letter of invitation and participation fee, of **\$750.00**, made payable to "NCDA&CS" to North Carolina Department of Agriculture & Consumer Services, Attn. John Hammond, International Marketing, 1020 Mail Service Center, Raleigh, NC, 27699-1020.

### COMPANY INFORMATION

_____ Company Name				_____ Phone Number
_____ Company Street Address				_____ Cell Number
_____ City	_____ State / Province	_____ Postal Code	_____ Country	_____ Email

### TRAVELER INFORMATION

☐ Mr. ☐ Mrs. ☐ Ms. \_\_\_\_\_  
First / Given Name Middle Name Last / Family Name

\_\_\_\_\_  
Position / Title in Company

\_\_\_\_\_  
Date of Birth (Month / Day / Year)

☐ Male ☐ Female  
Sex / Gender

### EMERGENCY CONTACT INFORMATION

\_\_\_\_\_  
Emergency Contact Name

\_\_\_\_\_  
Relationship to You

\_\_\_\_\_  
Emergency Contact's Phone Number

\_\_\_\_\_  
Emergency Contact's Cell Number

\_\_\_\_\_  
Emergency Contact's Email

### PARTICIPATION TERMS AND CONDITIONS

#### THE NORTH CAROLINA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES AGREE TO:

- ☒ Provide exhibit space for companies at Imbibe Live 2018
- ☒ Provide design and booth build for exhibit space
- ☒ Provide additional exhibit equipment and options, including bar, bar tables, bar stools and glassware
- ☒ Coordinate trade mission flights, transportation and hotels
- ☒ Arrange meetings and tours with buyers, retailers, distributors, or sales outlets to benefit NC beverage companies

#### PARTICIPATING COMPANY AGREES TO: *(please initial each statement)*

_____ Adhere to the mission schedule and participate per the letter of invitation.	_____ Cover cost of hotel accommodation during and outside of the mission dates.
_____ Provide direct payment for flights, hotels and other travel related business and personal expenses.	_____ Indemnify North Carolina Department of Agriculture & Consumer Services and sponsoring state agencies from any loss or other claims resulting from participation in this activity.
_____ Cover all costs of your own meals and incidentals.	_____ Upon completion of this activity, complete an evaluation and provide information regarding increased export sales, success stories or otherwise resulting from this activity.
_____ Cover increase in airline fare for additional city stops or additional days outside of the mission dates.	

I, \_\_\_\_\_ have read, understand, and agree to the conditions stated above.  
Print Full Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

North Carolina Department of Agriculture & Consumer Services  
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[www.ncagexports.com](http://www.ncagexports.com)

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## TRAVEL LIABILITY WAIVER

### INFORMED CONSENT AND RELEASE FROM LIABILITY

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Trip destination and activity dates: Imbibe Live Trade Fair and Trade Mission to U.K./Europe;  
June 30 – July 7, 2018

Attendee name (print): \_\_\_\_\_

Employer: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

I am participating in the named North Carolina Department of Agriculture & Consumer Services trade mission trip, and hereby release, waive, and discharge the North Carolina Department of Agriculture & Consumer Services and their officers, agents and employees, from and against any and all claims whatsoever, including but not limited to claims for bodily injury, personal property wrongful death, subrogation, and attorneys' fees, arising out of or in any way related to participation in this trip with which I will be involved.

I am aware that there are possible risks and dangers associated with my participation. I assume full responsibility for any injuries or damages I may sustain as a result of my participation, including travel to or from the trip destination. In addition, I agree to indemnify and to hold the North Carolina Department of Agriculture & Consumer Services, its employees, and agents harmless from any and all claims or damages caused, in whole or in part, by me and any negligent, intentional, or other act or omission on my part.

By signing this waiver of liability and release, I acknowledge that I have read this document and the travel information for attending the North Carolina Department of Agriculture & Consumer Services sponsored trips and I fully agree and understand all terms and conditions.

Attendee Signature: \_\_\_\_\_

Date: \_\_\_\_\_